International and Cross-Cultural Negotiation Mastery

1 – 5 March 2027
Lyon (France)



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Ref: 322330_195852 **Date:** 1 – 5 March 2027 **Location:** Lyon (France) **Fees:** 5200 GBP

Course Description

This intensive 1-week course equips professionals with advanced skills for successful international and cross-cultural negotiations. Participants will learn to navigate cultural differences, communicate effectively across diverse contexts, and develop strategies for achieving mutually beneficial outcomes in global business environments.

Learning Objectives

- Understand key cultural dimensions and their impact on negotiation styles
- Develop strategies for effective cross-cultural communication and relationship building
- Learn to analyze and adapt to different cultural approaches to conflict resolution
- Master techniques for overcoming language barriers and using interpreters effectively
- Gain practical experience through simulations of real-world international negotiations

Course Modules

Day 1: Foundations of Cross-Cultural Negotiation

- Introduction to cultural dimensions and negotiation styles
- Impact of culture on communication and decision-making
- Developing cultural intelligence and self-awareness
- Analyzing your personal negotiation style

Day 2: Cross-Cultural Communication Strategies

- Verbal and non-verbal communication across cultures
- Active listening and building rapport in diverse contexts
- Overcoming language barriers and working with interpreters
- Adapting presentation styles for different cultural audiences

Day 3: Navigating Cultural Approaches to Conflict

- Understanding cultural attitudes towards conflict and harmony
- Strategies for conflict resolution in high-context vs. low-context cultures
- Managing face-saving and preserving relationships
- Negotiating with different cultural approaches to time and deadlines



Day 4: Building and Leveraging Relationships

- The role of relationships in international business negotiations
- Strategies for networking and relationship-building across cultures
- Understanding and leveraging power dynamics in different cultures
- Ethical considerations in cross-cultural negotiations

Day 5: Advanced Techniques and Practical Application

- Multi-party and team negotiations in international contexts
- Strategies for complex, high-stakes international deals
- Adapting to virtual and hybrid negotiation environments
- Simulations and role-playing of real-world scenarios

Practical Wins for Participants

- Increased confidence in navigating diverse cultural business environments
- Enhanced ability to build and leverage international business relationships
- Improved outcomes in cross-cultural negotiations and conflict resolution
- Expanded toolkit of strategies for overcoming cultural barriers to agreement

